Press Information Bureau

6083. SHRI JANARDAN YADAV : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number and size of photographs including passport size both coloured and black and white prepared and supplied to VVIPs by the Departmental Publicity Officer in Press Information Bureau, during the year 1993 and 1994;

(b) whether it is also a fact that some departmental Publicity Officer supplied these photographs free of charge to those VVIPs without obtaining the approval of Competent Authority; and

(c) if so, the amount of such photographs supplied free of charge to VVIPs; and

(d) the action proposed to be taken against those departmental Publicity Officers who violated instructions contained in Technique Publicity Rules?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) No photograph is supplied by Departmental Publicity Officers in Press Information Bureau to VVIP's.

(b) No, Sir.

(c) and (d) Do not arise.

Retelecast of 'Mahabharat' and 'Ramayan' Serials

6084. SHRI RAJ NATH SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that serial Mahabharat which was shown last time on Doordarshan much later than the serial Ramayan is being telecast again for the past one month;

(b) if so, the reasons for not retelecasting the Ramayan serial; and

(c) by when the Ramayan serial is expected to be retelecast on Doordarshan?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Yes, Sir.

(b) The serial has not been offered to Doordarshan for retelecast.

(c) Does not arise.

Measures to compete with Satellite Television

6085. MISS SAROJ KHAPARDE : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan has undertaken any measures to counter the threat posed by Satellite Television;

(b) if so, the details thereof;

(c) whether the measures undertaken as above have been fully successful and effective; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) and (b). Among the initiatives taken by Doordarshan in order to cater to the needs of the widest cross section of its viewers and sustain their interest are the introduction of the regional language satellite service in eleven regional languages, progressive increase in the terrestrial reach of both DD 1 and the DD 2 channels and the start of a movie channel—Movie Club.

(c) and (d). The measures taken so far have been well received by the viewers a fact that can be attested to by the increased viewership and commercial revenue of Doordarshan.